

AMENDMENT OF TITLE OF INVENTION:

Please delete the previous Title of Invention, and add the new Title as follows:

--WEB-BASED CONSUMER PRODUCT MARKETING COMMUNICATION NETWORK FOR MANAGING AND DELIVERING CONSUMER PRODUCT MARKETING COMMUNICATIONS TO CONSUMERS ALONG E-COMMERCE (EC) ENABLED WEB SITES ON THE WORLD WIDE WEB (WWW), USING MULTI-MODE VIRTUAL KIOSKS (MMVKS) DRIVEN BY SERVER-SIDE COMPONENTS EMBODYING CONSUMER PRODUCT IDENTIFIERS AND DRIVEN BY CONSUMER PRODUCT INFORMATION (CPI) LINKS MANAGED BY PRODUCT MANUFACTURER TEAM MEMBERS AND/OR THEIR AGENTS--